

# Communicate with employees to Align Them with Your Business Strategy

## Question:

As an employer, how can I create a stronger connection between my employees and our business strategy?

## Answer:

Your key decision makers and action takers must be on the same page. Aligning these groups enables your management team to push the organization in the right direction. There are several steps you can take:

- Employees must understand how your business profits. Show them how the strategy will increase their job security and pay raises.
- Many companies have unbalanced organizational structures. Create organizational charts with balanced reporting structures for both operational functions and market or product.



- Do you have the conceptual tools to strategically think about your work? This includes examples, role models and training.
- Do you understand the corporate strategy and how you fit in it?
- Do you feel connected to and communicate with other departments? Are you working towards a common goal?
- Do you believe in your company's strategy?
- The way you hire, train and compensate employees must coordinate with your strategy. Look for people who add value to your business, train them to focus on efficiency, and reward for controlling costs.
- No strategy will succeed without employee support. Use employee input in your strategy. If you see a lack of buy-in, re-evaluate it.

## Question:

How can I do a better job of accomplishing my company's goals?

## Answer:

There are several things to ask yourself about your company and your role in it. If you can't answer these questions, then you should talk to your supervisor and find out how your job contributes to the success of the business.



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